

ORDER



KLAS

Mike Jones

K-WAS

National

Cash

Broadcast

EOM/EOC

15%

11/29/08

00:10:00

Orders	Order / Rev:	36398
	Alt Order #:	08821733
	Product Desc:	ISSUE
	Estimate:	2603
	Flight Dates:	10/12/12 - 10/18/12
	Original Date / Rev:	06/27/12 / 10/12/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	<u>National Media Inc</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>815 Slaters Lane</u>
		<u>Alexandria, VA 22314</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	NRCC
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV2
	Revenue Codes:	AGY, POL, ISS

New Business Thru:	11/29/08
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	42	\$99,000.00	\$84,150.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	42	\$99,000.00	\$84,150.00	0.00
Totals	42	\$99,000.00	\$84,150.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$99,000.00
Market	100%	\$330,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$82,500.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,500.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	8	10/15/12	10/18/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a MTWT---	:30	3	\$1,200.00	LV1	0.00 NM	3	\$3,600.00
NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---		3		\$1,200.00		0.00			
E 2	8	10/14/12	10/14/12	8 News Now Sun AM #CM 8 News Now Sun AM #1	CM	8 News Now Sun A-----S	:30	1	\$500.00	LV2	0.00 NM	1	\$500.00

Order / Rev: 36398
 Alt Order #: 08821733
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: NRCC
 Product Desc: ISSUE
 Estimate: 2603
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$500.00			0.00			
E 3	8	10/14/12	10/14/12	CBS News Sunday Morn	CM	CBS Sunday Morn	-----S	:30	1	\$2,000.00	LV1	0.00	NM	2	\$2,000.00
				CBS News Sunday Morning											
SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$2,000.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/08/12-10/14/12	CBS News Sunday Morning			CBS Sunday Morn	-----Su	:30		(\$2,000.00)		0.00	NM		
See MG 3.2,3.3															
2	8	10/13/12-10/13/12	Sat Prime Special			730-10p	-----Sa--	:30		\$1,000.00		0.00	NM		
(M) MG for 3.1 10/14															
3	8	10/13/12-10/13/12	Sat Prime Special			730-10p	-----Sa--	:30		\$1,000.00		0.00	NM		
(M) MG for 3.1 10/14															
E 4	8	10/12/12	10/12/12	Live w/Kelly	CM	9-10a	----F--	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
				Live With Regis & Kelly											
REGIS & KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--		2			\$850.00			0.00			
E 5	8	10/15/12	10/18/12	Live w/Kelly	CM	9-10a	MTWT---	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
				Live With Regis & Kelly											
REGIS & KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---		2			\$850.00			0.00			
E 7	8	10/13/12	10/13/12	Sat 4-5p Whacked Sports	CM	4-5p	-----S-	:30	1	\$400.00	LV1	0.00	NM	1	\$400.00
				Whacked Out Sports 2X's											
ELECTRIC PLAYGROUND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$400.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	8	10/08/12-10/14/12	Sat 4-5p Whacked Sports			4-5p	-----Sa--	:30		(\$400.00)		0.00	NM		
See MG 7.3															
3	8	10/08/12-10/14/12	Sat 4-5p Whacked Sports			4-5p	-----Sa--	:30		\$400.00		0.00	NM		
(M) MG for 7.2 10/13															
[Program PE'd due football runover]															
E 8	8	10/12/12	10/12/12	8 News Now 5-630p M-F	CM	5-630p	----F--	:30	2	\$1,500.00	LV2	0.00	NM	2	\$3,000.00
				8 News Now 5-630p M-F											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--		2			\$1,500.00			0.00			
E 9	8	10/15/12	10/18/12	8 News Now 5-630p M-F	CM	5-630p	MTWT---	:30	5	\$1,500.00	LV2	0.00	NM	5	\$7,500.00
				8 News Now 5-630p M-F											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---		5			\$1,500.00			0.00			
E 14	8	10/13/12	10/13/12	8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
				8 News Now Sat 5-7p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$800.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	8	10/08/12-10/14/12	8 News Now Sat 5-7p			5-7p	-----Sa--	:30		(\$800.00)		0.00	NM		
See MG 14.3															
3	8	10/08/12-10/14/12	8 News Now Sat 5-7p			5-7p	-----Sa--	:30		\$800.00		0.00	NM		
(M) MG for 14.2 10/13															
E 15	8	10/14/12	10/14/12	8 News Now Sun 5-7p	CM	5-7p	-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
				8 News Now Sun 5-7p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$1,500.00			0.00			

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	8	10/14/12	10/14/12	8 News Now Sun 5-7p	CM	5-7p	-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
8 News Now Sun 5-7p															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$1,500.00			0.00			
E 16	8	10/12/12	10/12/12	630-7p Inside Edition	CM	630-7p	----F--	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
Inside Edition															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--		1			\$1,300.00			0.00			
E 17	8	10/15/12	10/18/12	630-7p Inside Edition	CM	630-7p	MTWT---	:30	3	\$1,300.00	LV2	0.00	NM	3	\$3,900.00
Inside Edition															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---		3			\$1,300.00			0.00			
E 18	8	10/15/12	10/18/12	7-730p Ent Tonight	CM	7-730P	MTWT---	:30	3	\$1,300.00	LV1	0.00	NM	3	\$3,900.00
Entertainment Tonight															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---		3			\$1,300.00			0.00			
E 19	8	10/13/12	10/13/12	Politics Now S Sebelius	CM	Various	-----S-	:30	1	\$850.00	LV2	0.00	NM	1	\$850.00
Politics Now S Sebelius															
INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$850.00			0.00			
E 20	8	10/14/12	10/14/12	Sun 530-6p Ins Ed Wknd	CM	530-6p	-----S	:30	1	\$650.00	LV1	0.00	NM	1	\$650.00
Inside Edition Wknd															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$650.00			0.00			
E 23	8	10/16/12	10/16/12	Tue 10-11p	CM	10-11p	-T-----	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
Vegas															
VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1			\$8,500.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	8	10/15/12-10/21/12		Tue 10-11p		10-11p	-T-----	:30	(\$8,500.00)	0.00	NM				
See MG 23.2															
[Program PE'd due "ET / Inside Edition" - bco]															
2	8	10/15/12-10/21/12		Tue 9-10p		9-10p	-T-----	:30	(\$8,500.00)	0.00	NM				
(b) See MG 23.3															
3	8	10/15/12-10/21/12		Tue 9-10p		9-10p	-T-----	:30	\$8,500.00	0.00	NM				
(b) MG for 23.2 10/16															
E 24	8	10/17/12	10/17/12	Wed 8-9p	CM	8-9p	--W----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
Survivor															
SURVIVOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1			\$12,000.00			0.00			
E 25	8	10/18/12	10/18/12	Thu 8-9p	CM	8-9p	---T---	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
Big Bang / 2 1/2 Men															
BIG BANG/2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---		1			\$18,000.00			0.00			
E 26	8	10/12/12	10/12/12	8 News Now 11p M-F	CM	11-1135p	----F--	:30	1	\$2,200.00	LV1	0.00	NM	1	\$2,200.00
8 News Now 11p M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--		1			\$2,200.00			0.00			
E 27	8	10/15/12	10/18/12	8 News Now 11p M-F	CM	11-1135p	MTWT---	:30	2	\$2,200.00	LV1	0.00	NM	2	\$4,400.00
8 News Now 11p M-F															
NEWS															

Order / Rev: 36398
Alt Order #: 08821733
Flight Dates: 10/12/12 - 10/18/12

Advertiser: NRCC
Product Desc: ISSUE
Estimate: 2603
KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 27	8	10/15/12	10/18/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p MTWT---	:30	2	\$2,200.00	LV1	0.00	NM	2	\$4,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				2	\$2,200.00		0.00			
E 28	8	10/13/12	10/13/12	8 News Now Sat 11p 8 News Now Sat 11p	CM	11-1135p -----S-	:30	1	\$1,100.00	LV2	0.00	NM	1	\$1,100.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$1,100.00		0.00			
E 29	8	10/14/12	10/14/12	8 News Now Sun 11p 8 News Now Sun 11p	CM	11-1135P -----S	:30	1	\$1,100.00	LV2	0.00	NM	1	\$1,100.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$1,100.00		0.00			
E 30	8	10/12/12	10/12/12	Letterman Letterman	CM	1135p-1237a ----F--	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				2	\$850.00		0.00			
E 31	8	10/15/12	10/18/12	Letterman Letterman	CM	1135p-1237a MTWT---	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---				2	\$850.00		0.00			
N 32	8	10/17/12	10/17/12	Wed 10-11p CSI	CM	10-11p --W----	:30	1	\$15,000.00	LV1	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$15,000.00		0.00			
Totals												42	\$99,000.00	